

WHAT IS CLAIMED IS:

1. An adhesive construction comprising:
 - (a) a flexible substrate defining a having a first side;
 - (b) a first adhesive field comprising pressure sensitive adhesive;
 - 5 (i) the first adhesive field being a discontinuous pattern of adhesive with adhesive covering no more than 80% of an area of a portion of the first side of the flexible substrate defined by the first adhesive field; the area of a portion of the first side of the flexible substrate defined by the first adhesive field being at least 10 sq.
10 mm. and,
 - (c) a second adhesive field comprising pressure sensitive adhesive;
 - 15 (ii) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible substrate defined by the second adhesive field; the area of a portion of the first side of the flexible substrate defined by the second adhesive field being at least 10 sq. mm.
2. An adhesive construction according to claim 1 wherein:
 - (a) the flexible substrate defines an outer perimeter edge;
 - 20 (b) the first adhesive field comprises an outer perimeter adhesive field positioned on the flexible substrate first side and adjacent the outer perimeter edge;
 - (i) the outer perimeter adhesive field having a width, in direction inwardly from the perimeter edge, of at least 0.8 mm.; and,
 - 25 (c) the second adhesive field comprises an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the outer perimeter adhesive field;
 - (i) the inner adhesive field comprising adhesive covering at least 95% of an area of the portion of the first side of the flexible substrate defined by the inner adhesive field.

3. An adhesive construction according to claim 2 wherein:
- (a) the inner adhesive field comprises a continuous adhesive field over the area of the portion of the first side of the flexible substrate defined by the inner adhesive field.
- 5 4. An adhesive construction according to claim 3 including:
- (a) an adhesive-free region on the first side of the flexible substrate;
- (i) the adhesive-free region being completely surrounded by the inner adhesive field.
5. An adhesive construction according to claim 4 wherein:
- 10 (a) the adhesive-free region comprises at least 40% of a perimeter area defined by the flexible substrate outer perimeter edge.
6. An adhesive construction according to claim 5 wherein:
- (a) the outer perimeter edge defines a rectangular pattern.
7. An adhesive construction according to claim 6 wherein:
- 15 (a) the adhesive-free region of the flexible substrate is transparent.
8. An adhesive construction according to claim 7 wherein:
- (a) the outer perimeter adhesive field defines a rectangular frame.
9. An adhesive construction according to claim 8 wherein:
- (a) the inner adhesive field defines a rectangular frame.
- 20 10. An adhesive construction according to claim 2 wherein:
- (a) the outer perimeter edge has no segment of extension of greater than 8 mm., at which there is not adhesive on the substrate first side and immediately adjacent the outer perimeter edge.

11. An adhesive construction according to claim 11 wherein:
 - (a) the outer perimeter edge has no segment of extension of greater than 5 mm., at which there is not adhesive on the substrate first side and immediately adjacent the outer perimeter edge.
- 5 12. An adhesive construction according to claim 1 including:
 - (a) a release liner to which the flexible substrate is secured by the first adhesive field and the second adhesive field.
13. A roll of adhesive constructions; the roll comprising:
 - (a) an extension of release liner;
 - 10 (b) at least 10 spaced adhesive constructions secured to the extension of release liner; each adhesive construction comprising:
 - (i) a flexible substrate having a first side;
 - (ii) a first adhesive field comprising pressure sensitive adhesive;
 - 15 (A) the first adhesive field being a discontinuous pattern of adhesive with adhesive covering no more than 80% of an area of a portion of the first side of the flexible substrate defined by the first adhesive field; the area of a portion of the first side of the flexible substrate defined by the first adhesive field being at least 10 sq. mm.; and,
 - 20 (iii) a second adhesive field comprising pressure sensitive adhesive;
 - 25 (A) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible substrate defined by the second adhesive field; the area of a portion of the first side of the flexible substrate defined by the second adhesive field being at least 10 sq. mm.
14. A roll of adhesive constructions according to claim 13 wherein:
 - (a) the flexible substrate of each adhesive construction defines an outer perimeter edge;

- (b) the first adhesive field of each adhesive construction comprises an outer perimeter adhesive field positioned on the associated flexible substrate first side and adjacent the outer perimeter edge;
- 5 (i) each outer perimeter adhesive field having a width, in direction inwardly from an associated perimeter edge, of at least 0.8 mm.; and,
- (c) the second adhesive field of each adhesive construction comprises an inner adhesive field spaced from an associated outer perimeter edge and completely surrounded by an associated outer perimeter adhesive field;
- 10 (i) each inner adhesive field comprising adhesive covering at least 95% of an area of the portion of the first side of an associated flexible substrate defined by the inner adhesive field.
15. A roll of adhesive constructions according to claim 14 wherein:
- 15 (a) each inner adhesive field comprises a continuous adhesive covering over the area of an associated portion of the first side of the flexible substrate defined by that inner adhesive field.
16. A method of preparing an adhesive construction; said method including the steps of:
- 20 (a) preparing a laminate stock comprising a release liner layer secured to a flexible substrate layer, with an adhesive pattern of pressure sensitive adhesive therebetween;
- (i) the adhesive pattern defining:
- 25 (A) a first adhesive field comprising a discontinuous pattern of adhesive with the adhesive covering no more than 80% of an area of a portion of a side of the flexible substrate layer defined by the first adhesive field; and,
- 30 (B) a second adhesive field comprising adhesive covering at least 90% of an area of a portion of a side of the flexible substrate layer defined by the second adhesive field;

- (b) die cutting the laminate stock by cutting a die cut perimeter pattern completely through the flexible substrate layer but not completely through the release liner layer;
- 5 (i) the perimeter pattern being die cut through a region in overlap with adhesive in the first adhesive field and surrounding adhesive in the second adhesive field,
- (ii) the step of die cutting defining:
- (A) waste flexible substrate layer outside of the die cut perimeter pattern; and,
- 10 (B) a die cut adhesive construction within the die cut perimeter pattern; and,
- (c) stripping the waste flexible substrate from the laminate stock, while leaving at least one die cut adhesive construction on the release liner layer.
- 15 17. A method according to claim 16 wherein:
- (a) the second adhesive field is an inner adhesive field comprising adhesive covering at least 95% of the area of the portion of the flexible substrate layer defined by the second adhesive field; and,
- 20 (b) the first adhesive field is an outer perimeter adhesive field completely surrounding the first inner adhesive field.
18. A method according to claim 17 wherein:
- (a) the adhesive pattern defines a first adhesive-free region completely surrounded by the second adhesive field.
19. A method according to claim 18 wherein:
- 25 (a) said step of die cutting comprises cutting to form a die cut perimeter pattern spaced at least 0.8 mm. from the inner adhesive field completely around the first inner adhesive field.
20. A method according to claim 19 wherein:

- (a) said method comprises a process of generating a series of spaced adhesive constructions adhered to the release liner;
- (i) each one of the series of spaced adhesive constructions comprising:
- 5 (A) a flexible substrate defining an outer perimeter edge; the flexible substrate having a first side;
- (B) an outer perimeter adhesive field adjacent the outer perimeter edge;
- 10 (I) the outer perimeter adhesive field having a width, in direction inwardly from the perimeter edge, of at least 0.8 mm.;
- (II) the outer perimeter adhesive field being a discontinuous pattern of adhesive with adhesive covering no more than 80% of an area of a portion of the first side of the flexible substrate defined by the outer perimeter adhesive field; and,
- 15 (C) an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the outer perimeter adhesive field;
- 20 (I) the inner adhesive field comprising adhesive covering at least 95% of an area of a portion of the first side of the flexible substrate defined by the inner adhesive field; and,
- (ii) each one of the series of spaced adhesive constructions being
- 25 formed in a die cutting operation which involves cutting die cut perimeter patterns each of which is:
- (A) completely through the flexible substrate layer but not completely through the release lines layer; and,
- 30 (B) cut through a region in overlap with adhesive in an outer perimeter adhesive field and surrounding and not in overlap with adhesive in an inner adhesive field.